

✓ 1 ☐ **Jamaican Canadian Association**

Capitol Campaign

Campaign target: \$3Million

Campaign length: 3 years

✓ 2 ☐ **Capitol Campaign Support**

- Charitable Foundations
- Corporate Campaign
- Independent Community Businesses
- Major Gifts (Individuals)
- Planned Giving (bequests, gifts of art, stock, life insurance)
- Public Sector Support
- Special Events

✓ 3 ☐ **Positioning Statement**

- For 36 years the Jamaican Canadian Association has responded to the needs of Caribbean and Afro-Canadian families.

✓ 4 ☐ **Launch Strategies** *High Commissioner February or March.*

- Possible sponsorship by Jamaican Consulate
- Target Date: February 1999
- Launch Capitol Campaign by introducing JCA Major Gifts Plan

✓ 5 ☐ **Campaign Communications**

- Theme: "Many families make up a community"
- Unified graphic look

6 ☐ **Public Relations**

- Use JCA-friendly media to encourage support
- List schedule of capitol campaign events
- Thank sponsors and supporters publicly
- Theme: "Many families make up a community"
- Unified graphic look

✓ 7 ☒ **Advertising and Other Promotions** *

- Point of Purchase displays in Caribbean retail outlets
- Community Booths in Local Malls
- JCA Office Displays (including satellite offices)
- Direct mail packages to professionals and Black Business Community
- IN-FOCUS insert to staff and membership

8 ☐ **Timing of Brick Campaign**

- December 1998 - Community Booths in Local Malls
- December 1998 - Community Booths in Superstores
- January 1999 - Direct Mail Campaign to Professionals
- February 1999 - Point of Purchase Displays in Caribbean Retail Outlets
- February 1999 - IN-FOCUS insert to staff and membership

9 ☐ **Pricing**

- Buy a Brick for \$10.00
- Build the Children's Playroom for \$100.00 (Professionals)
- Build the Community Economic Development Room for \$100.00 (Business Community)

10 ☐ **Distribution Strategies**

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- Retail Outlets
- Shopping Malls
- Direct Mail Segmented Markets
- Database Marketing
- Point of Purchase Displays
- Local JCA-Friendly Media

11 ☐ **International**

- Caribbean Trade Consulates
- African Trade Consulates
- South and Central American Trade Consulates

12 ☐ **Measurements of Success**

- Meeting Campaign Targets
- Increased Capitol Revenue
- Favourable Media Coverage
- Extensive Fundraising Portfolio
- Increased Number of Community Contacts and Relationships
- Greater Interest in the Jamaican Canadian Association

Advertising and Other Promotions

- Point of Purchase Displays in Caribbean retail outlets
- Community Booths in Local Malls
- JCA Office Displays (including website address)
- Direct mail packages to professionals and Black business community
- IN-FOCUS insert to staff and membership

Timing of Brick Campaign